



UltraViolet Overview for MPAA Comments in U.S. Copyright Office Docket  
No. 2014–07, Re: Exemption to Prohibition on Circumvention of  
Copyright Protection Systems for Access Control Technologies  
*May 19, 2015*

Mark Teitell, General Manager & Executive Director, DECE

# INTRODUCTION



# Why UltraViolet?

Generic  
"cloud" benefits

UltraViolet  
benefits



A collection "in the cloud" lets me watch across devices...and not worry about loss

With UV retailers, I get the device reach & features of them all (like my bank ATM!)

When we collect UV titles, we see one single "library" – like our old disc shelf...

UV makes me comfortable because my collection is "portable" – like my mobile phone #



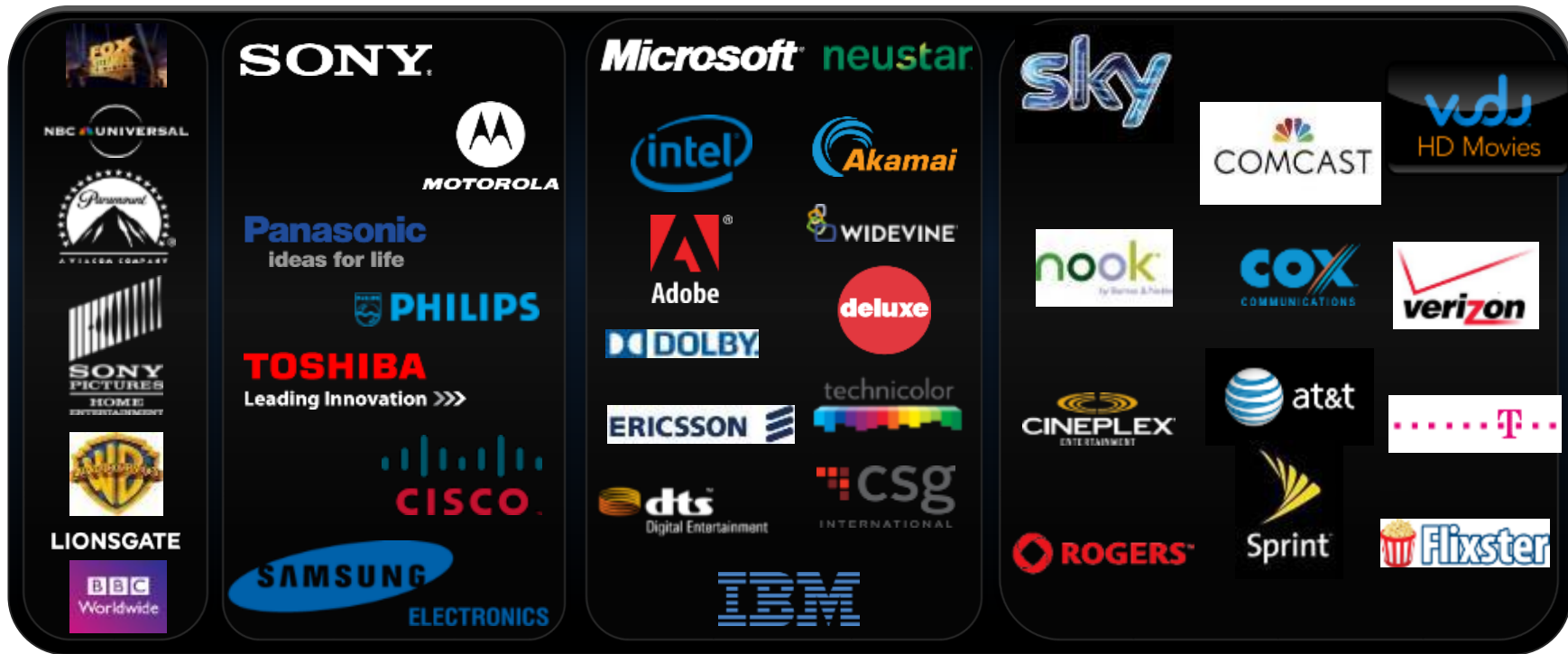


# DECE: creator/operator of UV



ULTRA  
VIOLET™

*Partial list from more than 50 members*

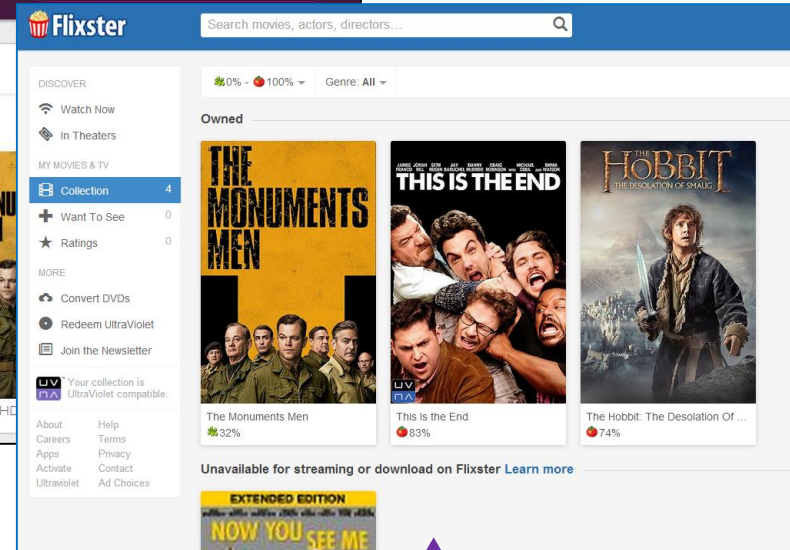
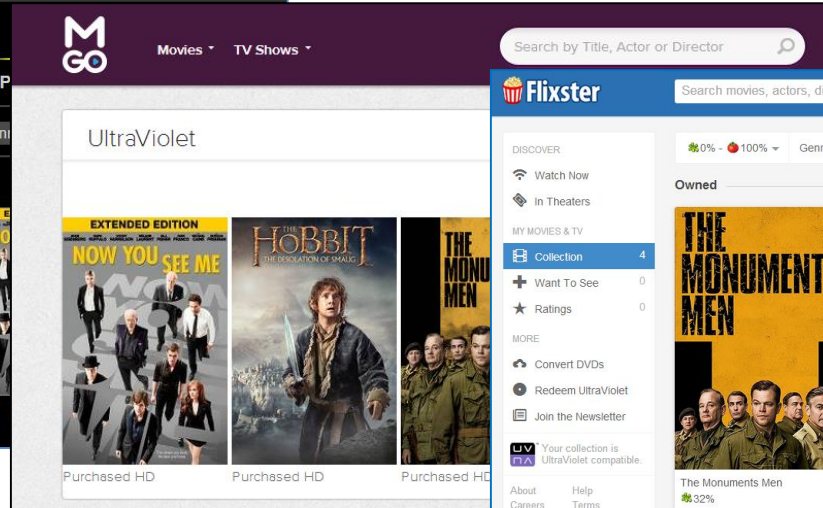
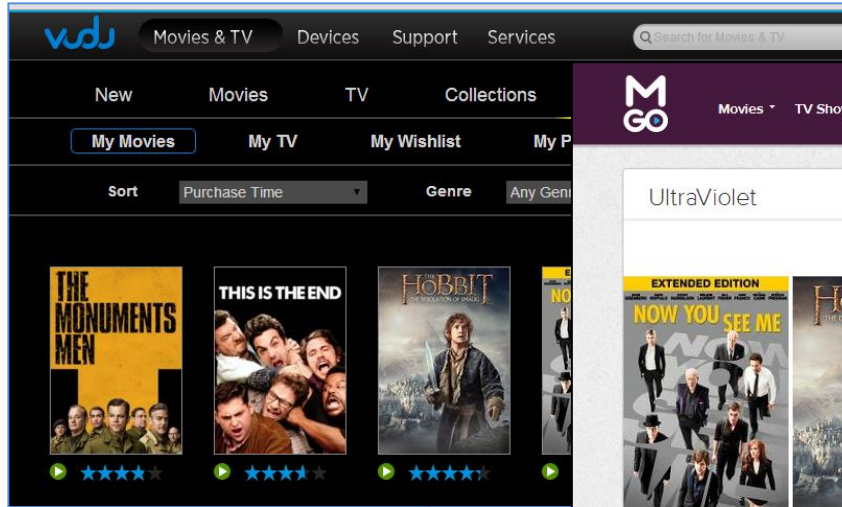


# HOW IT WORKS

# The free UV Library



Example: 3 of 9  
UV Retailers in US



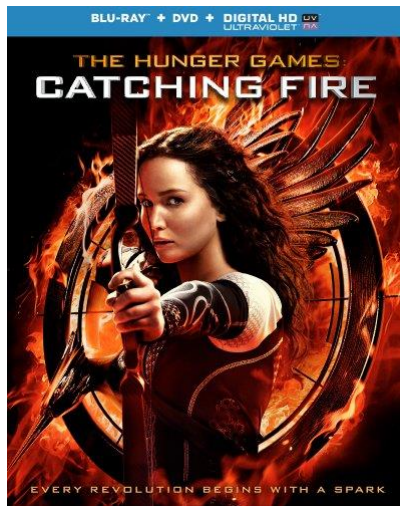
CENTRAL UV ACCOUNT DATABASE – “UTILITY” FOR THE INDUSTRY



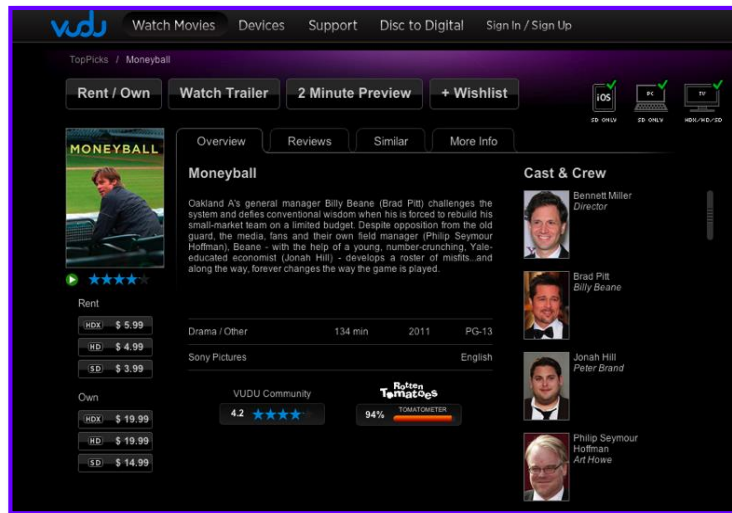
# 3 ways to add new UV titles



ULTRA  
VIOLET™



**Blu-ray and DVD**  
*Redeem your UV code*



**Online Movie Stores**  
*Shop via websites and apps*



**Disc-to-Digital**  
*Upgrade your old discs*





Search movies, actors, directors...



## DISCOVER

Watch Now

In Theaters

## MY MOVIES &amp; TV

Collection 4

+ Want To See 0

★ Ratings 0

## MORE

Convert DVDs

Redeem UltraViolet

Join the Newsletter

UV Your collection is  
UltraViolet compatible.

About  
Careers  
Apps  
Activate  
UltraViolet

Help  
Terms  
Privacy  
Contact  
Ad Choices

0% - 100%

Genre: All

## Owned



The Monuments Men

32%



This Is the End

83%



The Hobbit: The Desolation Of ...

74%

Unavailable for streaming or download on Flixster [Learn more](#)

- Purchased Man of Steel Blu-ray during lunch hour
- Visiting Flixster from my PC to add to UV Library





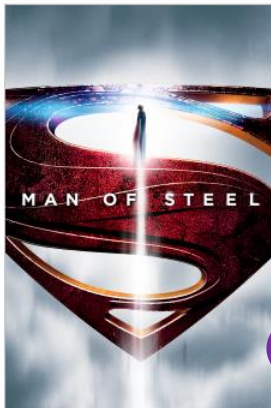
Hi, Mark (Not you?)

[Need Help?](#)

Enter Code

Sign Up / Login

Watch



### Add Man of Steel™ to your UltraViolet™ Digital Collection

Now with UltraViolet, your Digital Collection will always be with you to watch and share on computers, smartphones, tablets, game consoles, and connected TVs. Start your Digital Collection by creating your free Flixster and UltraViolet accounts on the next step or log in to existing accounts if you've already signed up.

Enter the redemption code printed on inserts in specially marked Blu-ray and DVD packages.



**UltraViolet™**

UltraViolet safely and securely stores your movie and TV collection in the cloud.



**Flixster**

Flixster lets you stream and download your UltraViolet Digital Collection to your favorite compatible devices.

Redemption Code:

9QH34Q77VY4X

Continue

[Need help with your redemption code?](#)

Redemption valid in the United States only and is not compatible with iTunes. UltraViolet movie includes theatrical version only. © 2013 Warner Bros. Entertainment Inc. and Legendary Pictures Funding, LLC. MAN OF STEEL, SUPERMAN and all related characters and elements are trademarks of and DC Comics.



Hi, Mark (Not you?)

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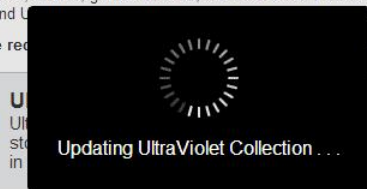
Watch



### Add Man of Steel to your UltraViolet™ Digital Collection

Now with UltraViolet, your Digital Collection will always be with you to watch and share on computers, smartphones, tablets, game consoles, and connected TVs. Start your Digital Collection by creating your free Flixster and UltraViolet accounts or signing into existing accounts if you've already signed up.

Enter the redemption code from your marked Blu-ray and DVD packages.



#### Flixster

Flixster lets you stream and download your UltraViolet Digital Collection to your favorite compatible devices.

Redemption Code:

9QH34Q77VY4X

Continue

[Need help with your redemption code?](#)

Redemption valid in the United States only and is not compatible with iTunes. UltraViolet movie includes theatrical version only. © 2013 Warner Bros. Entertainment Inc. and Legendary Pictures Funding, LLC. MAN OF STEEL, SUPERMAN and all related characters and elements are trademarks of and DC Comics.



Search movies, actors, directors...



Mark ▾

DISCOVER

Watch Now

In Theaters

MY MOVIES & TV

Collection 5

+ Want To See 0

★ Ratings 0

MORE

Convert DVDs

Redeem UltraViolet

Join the Newsletter

Your collection is UltraViolet compatible.

About  
Careers  
Apps  
Activate  
UltraViolet

Help  
Terms  
Privacy  
Contact  
Ad Choices

🍌 0% - 🍌 100% ▾

Genre: All ▾

Sort By: Date Added ▾

✓ A digital copy of **Man of Steel** has been added to your UltraViolet collection.



Next step: Upload your DVDs and Blu-rays

Watch without the disc, upload your disc collection to Flixster!

Get Started!



Man of Steel

🍌 50%



The Monuments Men

🍌 32%



This is the End

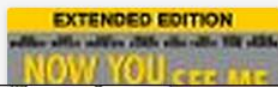
🍌 83%



The Hobbit: The Desolation Of ...

🍌 74%

Unavailable for streaming or download on Flixster [Learn more](#)







Movies ▾

TV Shows ▾

Search by Title, Actor or Director

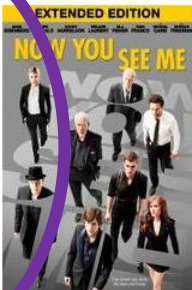


Redeem

## UltraViolet



Purchased SD



Purchased HD



Purchased HD



Purchased HD



Purchased SD

- 20 minutes later, at home
- Teenage son using M-GO app on smart TV
- There's *Man of Steel* in our UV Library

## Watch

Movies  
TV Shows  
Deals

## Devices

Smart TVs  
Tablets  
Media Players  
Computers

## Help

FAQs  
Contact Support  
Getting Started  
Product Guide  
Hot Topics

## About

Life at M-GO  
Jobs at M-GO  
Leadership Team  
Press  
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Movies TV Shows

Search by Title, Actor or Director

Redeem Library Watchlist



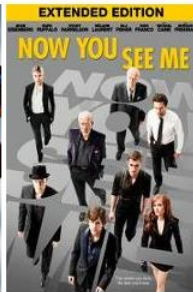
# UltraViolet



Purchased SD



Purchased SD



Purchased HD



Purchased HD



Purchased HD



Purchased SD

## Watch

- Movies
- TV Shows
- Deals

## Devices

- Smart TVs
- Tablets
- Media Players
- Computers

## Help

- FAQs
- Contact Support
- Getting Started
- Product Guide
- Hot Topics

## About

- Life at M-GO
- Jobs at M-GO
- Leadership Team
- Press
- Blog

## Stay

### Connected

- Facebook
- Twitter
- YouTube







Movies & TV

Devices

Support

Services

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New

Movies

TV

Collections

My VUDU

Search

My Movies

My TV

My Wishlist

My Pre-orders

Sort

Purchase Time

Genre

Any Genre

Year

Any



### Man of Steel

PG-13 2013

From Warner Bros. Pictures and Legendary Pictures comes "Man of Steel," starring Henry Cavill in the role of Clark Kent/Superman, under the direction ...

Director: Zack Snyder

Featuring: Henry Cavill, Amy Adams, Michael Shannon, Diane ...

Watch Now

eGift

More Info



- A few days later
- Using VUDU app on game console at vacation house
- There are our two new UV titles





Movies & TV

Devices

Support

Services

Search for Movies & TV

New

Movies

TV

Search

Search

My Movies

My TV

My Wishlist

Convert DVDs

Redeem UltraViolet™ Copy

Share My Movies

Sort

Purchase Time

Genre

Any Genre

Year

Any



- At VUDU, I can also get UV download/stream capabilities for movies I already own on disc

ULTRAVIOLET™ BETA

Collect

Watch




Share

Dashboard

 DASHBOARD

# Library

(6 items)



Batman Begins



Man of Steel

The  
Monuments  
MenNow You See  
Me (Extended  
Edition) (en)The Hobbit:  
The Desolation  
of Smaug

This is the End

[REDEEM CODE](#)[CONTACT US](#)[NEWS](#)[ULTRAVIOLET FOR BUSINESS](#)[TERMS OF USE](#)[PRIVACY POLICY](#)ENGLISH  

- At the UV account management portal, I can see everything in my Library...
- ...and link directly to the original retailer or other UV retailers

# ULTRAVIOLET STATUS UPDATE



# UltraViolet Status – Industry Deployment

As of  
5/12/15



## Content Providers (13)

~17K titles



## Retailers (18)



## Territories (13)





As of 5/19/15

- 23M household accounts worldwide and growing steadily
  - About 20M of these are in the U.S.
- More than 130M movies and TV shows added to UV Libraries
- Evidence of high consumer satisfaction and intent to continue use

